



Arizona Office of Tourism
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Phoenix, AZ 85007
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Fiscal Year 2011 Proposition 302 Maricopa County GRANT GUIDELINES

**Due Date: Grant Applications must be received at the AOT office no later than
5:00 p.m. MST Friday, June 18, 2010**

These documents supersede all guidelines issued for any previous fiscal year Proposition 302 grant program.

OFFICE LOCATION

Arizona Office of Tourism
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Attention: Mark Stanton

Agency Contact

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**ARIZONA OFFICE OF TOURISM (AOT)
PROPOSITION 302 MARICOPA COUNTY GRANT PROGRAM**

Purpose

In 1999 voters approved the Proposition 302 initiative, which includes funding to promote tourism in Maricopa County. Funding is derived over a 30 year period from a car rental surcharge and a 1% tax on hotels in Maricopa County.

In accordance with ARS 41-2306, funding is continuously appropriated to the Arizona Office of Tourism (AOT) which, in consultation with a consortium of destination marketing organizations in Maricopa County allocates funding to promote tourism within Maricopa County and shall not be spent for administrative or overhead expenses.

HB 2012 was passed during the Seventh Special Session, and signed by the Governor on March 13, 2010. This legislation amends Arizona Office of Tourism funding as follows:

Sec. 17. Section 41-2306, Arizona Revised Statutes, is amended to read:

41-2306. Tourism fund

A. The tourism fund is established consisting of separate accounts derived from:

~~**1. Revenues deposited pursuant to section 42-5029. All monies in this account are continuously appropriated to the office of tourism for the purposes of operations and statewide tourism promotion.**~~

~~**2.**~~ **1. Revenues deposited pursuant to section 5-835, subsection B or C. All monies in this account are continuously appropriated to the office of tourism, which, in consultation with a consortium of destination marketing organizations in the county in which the tourism and sports authority is established, shall be spent ~~only~~ to promote tourism within that county ~~and shall not be spent for administrative or overhead expenses~~. FIFTY PER CENT OF THE REVENUES DEPOSITED IN THE TOURISM FUND PURSUANT TO THIS SUBSECTION MAY BE EXPENDED BY THE OFFICE OF TOURISM FOR OPERATIONAL AND ADMINISTRATIVE PURPOSES.**

~~**3.**~~ **2. Revenues deposited pursuant to section 42-6108.01. The legislature shall appropriate all monies in this account to the office of tourism, which, in conjunction with the destination marketing organization in the county in which the tax revenues are collected, shall be spent only to promote tourism within that county and shall not be spent for administrative or overhead expenses.**

B. Monies in the fund are exempt from THE PROVISIONS OF section 35-190 relating to lapsing of appropriations.

Sec. 49. Retroactivity

Section 41-2306, Arizona Revised Statutes, as amended by this act, applies retroactively to April 1, 2010.

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1. Eligibility

To qualify for funding, applying entities must have the established designation as the Destination Marketing Organization (DMO) for a city or town within Maricopa County. A DMO is defined as the primary governmentally-designated unit responsible for the promotion/marketing of a destination on a year-round basis. The funding of Proposition 302 (Prop 302) is limited to those DMOs who have been in existence for at least one (1) year prior to the current funding year. In addition, the applying DMO must have a marketing budget of at least \$100,000 for FY2011, excluding administrative costs, and exclusive of funds anticipated from this grant program.

Applicants should read and be familiar with the entire Arizona Office of Tourism Prop 302 Maricopa County Grant Program Guidelines before submitting an application to AOT.

Note: Other Maricopa County agencies/entities which do not meet the above requirements may request Prop 302 Maricopa County Grant Program funding for a specific project through an eligible DMO.

Funding

Funding for Prop 302 is contingent upon AOT's fiscal year 2011 budget. A reduction in the budget will result in a reduction to Prop 302 grant funds.

2. General Project Requirements

To qualify for funding, projects must meet both of the following requirements;

- The primary function of the project **must be** tourism promotion.
- Qualifying projects are limited to the creation and implementation or continuation of new or expanded marketing programs over and above programs that existed in fiscal year 2001.

3. Application Procedure Guidelines

This section of the Guidelines provides a step-by-step guide for submitting the Prop 302 Maricopa County Grant Program application. Divide the application into three (3) sections, labeled A through C, as detailed below. To facilitate the application review process, please submit your application in an organized, easy to read format. Collate the application, include dividers for each section (A-C) of the application, and number each page.

3.1 **SECTION A - Applicant Administrative Information**

- 3.1.1 **Name of Applicant Organization:** The name of the applicant organization must be the same as it appears on the FY2011 Affidavit in Support of Application (Appendix A).
- 3.1.2 **Mailing Address:** Provide a mailing address that can be used by AOT for routine correspondence.
- 3.1.3 **Physical Address:** Provide a physical address (no P.O. Boxes) for deliveries.

- 3.1.4 Project Coordinator's Name and Title: The project coordinator is responsible for administering the project and will be the day-to-day contact for AOT. This individual is also responsible for submitting all the necessary documentation throughout the yearlong effort of this project and must be familiar with the specifics of the program as well as the application being submitted.
- 3.1.5 Project Coordinator's Telephone Number, Fax Number and E-mail address: If any of this information changes, inform AOT immediately.
- 3.1.6 Funding Amount: Indicate the amount of funding for which the organization is requesting Prop 302 Maricopa County Grant Program funds.
- 3.1.7 Signatures: Applications must bear the signatures of the project coordinator and the administrative official (the person authorized to verify the entity's marketing budget). Two different signatures are required for processing. The signatures on the application certify compliance with all Prop 302 Maricopa County Grant Program Guidelines.

3.2 Section B: Project Element Guidelines

In this section of the application, list all the projects for which the organization will be requesting Prop 302 Maricopa County Grant Program funding. For each type of project, provide the details specified below. Please indicate if the project is new (new as of FY11, expanded (expanded from programs that existed in or previous to fiscal year 2001) or ongoing (continuous Prop 302 projects). For tracking and evaluation purposes please identify the type of activity measures, performance measures and productivity metrics. Please use the examples below as a guide for each project request.

3.2.1 Print Placement (magazines and newspapers)

Specify name of the publication, the size of the ad and color, the issue date, the distribution, circulation number, and the budgeted cost. Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project. See example below.

Publication Name	Ad size/color	Issue date	Distribution	Circulation Number	Budgeted Cost	Types of Metrics	Status
Golf Magazine	½ P, 4C	Jan 2010	Western Region	275,000	\$8,000	Activity Performance Productivity	New Expanded Ongoing

3.2.2 Broadcast Placement (radio and television)

Specify the station call letters, the designated market area (DMA) where the spots will run, the length of the spot and frequency (number of times spot will run), the broadcast dates, and the budgeted cost. Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project. See example below.

Station Call Letters	DMA	Spot Length/frequency	Broadcast Dates	Budgeted Cost	Types of Metrics	Status
KKQR	Seattle	:60/30	Feb 6 – 17, 2010	\$ 3,000	Activity Performance Productivity	New Expanded Ongoing

3.2.3 Outdoor Placement (billboard, busboards)

Specify the type of outdoor placement, the location, size, dates of display, and the budgeted cost. Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project. See example below.

Type of Placement	Location	Size	Dates	Budgeted Cost	Types of Metrics	Status
Billboard	I-10	10' x 40'	Nov 15 – Dec 15	\$2,500	Activity Performance Productivity	New Expanded Ongoing

3.2.4 Online Advertising

Specify the name of the site, the Web site address, a description of the type of ad (e.g. banner ad, link, sponsorship), the Web site's target market, the dates, and the budgeted cost. Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project. See example below.

Portal/Search Engine Name	Web site Address	Ad Description	Target Market	Dates	Budgeted Cost	Types of Metrics	Status
Expedia	www.expedia.com	Banner ad	New York	10/1-10/31	\$5,000	Activity Performance Productivity	New Expanded Ongoing

3.2.5 Internet Web site Development/Enhancement (for tourism related sites only)

This section is to be used for your entity's Web site. Please note that the Prop 302 Maricopa County Grant Program funding is available for **sites that feature tourism related material only**. In this table, you must list the name of your Web site, the Web site address, a description of the project, and the budgeted cost. Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project. See example below.

Website Name	Web site Address	Project Description	Budgeted Cost	Types of Metrics	Status
Arizona History Traveler	www.azhistorytraveler.org	Creation of site	\$75,000	Activity Performance Productivity	New Expanded Ongoing

3.2.6 Printed Material (brochures, maps, travel guides)

List the type of printed material, the target audience, the quantity required, the area of distribution, and the budgeted cost. Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project. See example below.

Name/type of printed material	Target Audience	Quantity	Distribution	Budgeted Cost	Types of Metrics	Status
Glendale Tourism Brochure	Arizona residents	50,000	Statewide rack displays	\$5,000	Activity Performance Productivity	New Expanded Ongoing

3.2.7 Audio-Visual (film, video tape, slides, CD-ROM)

List the type of audio-visual material, the target audience for the material, the quantity required, the distribution, and the budgeted cost. Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project. See example below.

Name/type of audiovisual material	Target Audience	Quantity	Distribution	Budgeted Cost	Types of Metrics	Status
Promotional video tape of destination	Canadian tour operators & travel agents	500	Trade shows	\$3,500	Activity Performance Productivity	New Expanded Ongoing

3.2.8 Travel Show (booth space, registration fees)

List the name of the show, the dates and location of the show, list of attendees, the target audience, and the budgeted cost. Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project. See example below.

Name of Show	Date	Location	Target Audience	Budgeted Cost	Types of Metrics	Status
World Travel Market	Nov 14-17, 2009	London, England	European tour operators & media	\$3,200	Activity Performance Productivity	New Expanded Ongoing

3.2.9 Media Communications and Public Relations (contracts, familiarization tours)

List the name and/or type of project, a brief description of the activities, list of attendees (for familiarization tours) and the budgeted cost. If a PR firm has been selected, list the name of the contractor and include the scope of work/contract with your application. Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project. See example.

Name/type of project	Brief Description	Budgeted Cost	Types of Metrics	Status
PR Contract	Press releases, fam tours, promotions, collateral development	\$10,000	Activity Performance Productivity	New Expanded Ongoing

Selected Contractor: Perfect PR Group

3.2.10 Event Sponsorships

List the name of the event, the date(s) of the event, a brief description of the event to be sponsored, and the budgeted cost. Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project. See example below.

Name of Event	Date(s)	Brief Description	Budgeted Cost	Types of Metrics	Status
Fiesta Bowl	Jan 2, 2010	College Bowl in Glendale	\$100,000	Activity Performance Productivity	New Expanded Ongoing

3.2.11 Research and Strategic Planning

List the name and type of project, a brief description, the budgeted cost, and the selected contractor. Remember to include the scope of work/contract with your application. See example below.

Name/type of project	Brief Description	Budgeted Cost	Types of Metrics	Status
Conversion Study	Analysis of effective conversion of target cities campaign	\$25,000	Activity Performance Productivity	New Expanded Ongoing

Selected Contractor: Arizona State University

3.2.12 Cooperative Programs

Submitting DMOs must meet the remaining dollars of the 10% co-op minimum to be eligible for funding in FY10. Please provide a detailed description of the project or projects and any support documentation pertaining to this project, as well as a budgeted cost and participating DMOs (includes CVBs, chambers of commerce, universities and tribal entities). Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project. See example below.

Name/type of project	Date(s)	Brief Description	Budgeted Cost	Participating DMOs	Types of Metrics	Status
Globe and Mail	Nov 15, 2009 – Jan 3, 2010	In-store promotion	\$30,000	Greater Phoenix CVB Arizona Office of Tourism	Activity Performance Productivity	New Expanded Ongoing

3.2.13 Other Marketing Activities and Projects

Provision is made for requests for funding pertaining to marketing activities which are not included in the categories listed above. Please provide a detailed description of the project and any support documentation pertaining to this project, as well as a budgeted cost. Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project.

3.3 Section C: Supporting Documentation – the following elements must be included:

- FY 2011 Affidavit in Support of Application (Appendix A)
 - First time applicants are required to submit a copy of the organization's FY2010 marketing budget with the FY 2011 Affidavit in Support of Application.
- Letters of support from each participating community included in the application.
- Scope of work/contracts/bids for all outside vendors (i.e. PR firms, website developers, research firms, etc.)

3.4 Non-Fundable Expenses

- Employee salaries
- Entertainment and honorariums
- Food and beverages
- Equipment purchase and rental
- Promotional items, including but not limited to: prizes, trophies, plaques, decorations, trinkets, hats, shirts, banners, flags, floats
- Items for re-sale

- Business directories of any kind (in ads, brochures, etc.)
- Program booklets, stationery, table tents, membership solicitation literature
- Travel expenses
- Postage and office supplies
- Donations
- Construction of permanent structures
- Anything contrary to state or federal law

3.5 Delivery Instructions:

One (1) typed, signed, hard-copy original Prop 302 application must be received by AOT no later than 5:00 p.m. Friday, June 18, 2010. Faxed, handwritten or emailed applications will not be considered. **Late and/or incomplete applications will not be accepted.**

FY2011 Prop 302 Maricopa County Grant Application
 Mark Stanton
 Deputy Director
 Arizona Office of Tourism
 1110 W. Washington, Ste.155
 Phoenix, AZ 85007

4. **Grant Approval Process Guidelines**

- Applications from qualified DMOs will be reviewed and evaluated by the Prop 302 Maricopa County Grant Program Committee which includes members of the accommodations and rental car industries, members of the Governor's Tourism Advisory Council, and AOT's Director. AOT's Deputy Director, Assistant Deputy Director-Operations, and Advertising Manager may provide technical assistance to the Committee as needed.
- Upon final Prop 302 Committee decision on the level of funding to be awarded, applicants will be notified in writing. The amount of funds awarded to approved applicants will be determined by the following:
 - the assurance of compliance with the intended purpose of the grant funding,
 - a review of gross hotel room sales for calendar year 2009 from the official municipal government for each applying entity,
 - quality of each application,
 - and the review and discretion of the Prop 302 Maricopa County Grant Program Committee.

Grant Funding Process

- Following official notification of award, funding will be allocated to eligible Maricopa County DMOs on a monthly basis. In keeping with the monthly funding system by which AOT receives the Prop 302 funds, each eligible Maricopa County DMO will receive funding equal to one-twelfth of their yearly Prop 302 Maricopa County grant funding no later than the last day of each month of FY2011.

5. Project Development Guidelines

Entities which are not able to follow the basic and specific guidelines listed below for any given project, should submit a written request for a waiver from AOT and the Prop 302 Maricopa County Grant Program Committee.

Due to reduced revenues and other financial changes at the Arizona Sports & Tourism Authority (AZSTA) during FY2010, Prop 302 award participants faced fluctuating monthly allocations and challenges in efforts to complete projects. For the FY 2011 program only, approval has been given to permit DMOs to carryover remaining FY10 funds into FY2011 activities.

Any DMO requesting use of carryover dollars in FY2011 must provide a separate detail in their application to identify total amount of carryover, project title, activity measures, performance measures and the productivity metrics for those projects.

5.1 Basic Guideline Requirements

- The primary focus of all Prop 302 Maricopa County Grant Program projects must be to promote tourism and attract visitors from appropriate markets. It is also imperative to monitor and document its effectiveness
- Qualifying projects are limited to the creation and implementation or continuation of new or expanded marketing programs over and above programs that existed in fiscal year 2001.
- For each marketing program component submitted for funding, it is required to include the activity measures, performance measures and the productivity metrics.
- Program participants cannot transfer funds from one specific project to a different project **without prior written approval from AOT**.
- When using print media, publications should be chosen based upon the appropriate target audience. Statewide and out-of-state publications are strongly encouraged.
- AOT's "Grand Canyon State" logo (below) is not required but is encouraged to be featured on all print, outdoor, and television broadcast placements, as well as all printed materials and audio-visual projects wherever practical. The logo and the words "Grand Canyon State" must be legible. If the project is produced in four color, AOT's logo should also be in four-color. Logos are available from AOT on diskette, via e-mail, or in printed format.



- Statement of AOT Acknowledgement (below) is not required but is encouraged to be featured on all Internet advertising and Internet website development projects wherever practical. The word "arizonaguide" must be legible. Logos are available from AOT on CD, via e-mail, or in printed format.

"For statewide travel information, visit arizonaguide.com"

- The purpose of providing funding to Maricopa County DMOs is to promote the individual city or town as a destination with a variety of tourism-related products and activities. Funding, therefore, should not be used to promote a single for-profit entity.

5.2 Specific Guideline Requirements

5.2.1 Print Placement: Newspaper, Magazine

- "Arizona" must be spelled out in its entirety and prominently featured on all print media.
- The AOT "Grand Canyon State" logo is not required but is encouraged to appear on all print ads.
- Production costs may be included as part of the budgeted cost of the placement.

5.2.2 Outdoor Placement: billboards, busboards, etc.

- Billboard placements are allowed on interstates or major highways outside of Maricopa County.
- The AOT "Grand Canyon State" logo is not required but is encouraged to appear on all outdoor placements and the logo should be legible from the adjacent roadway.
- Production costs may be included as part of the budgeted cost of the placement.

5.2.3 Broadcast Placement: Radio, Television

- Radio and TV ads are required to include the word "Arizona" (for TV ads: written as well as spoken), and must reach outside of Maricopa County, preferably out-of-state.
- The AOT "Grand Canyon State" logo is not required but is encouraged to appear on all television ads.
- Production costs may be included as part of the budgeted cost of the placement.

5.2.4 Internet Advertising: Banner Ads

- All Internet advertising is not required but is encouraged to promote a Web site that features the AOT Acknowledgement on the home page of the site.
- The home page of the Web site being promoted is not required but is encouraged to link to AOT's Web site: www.arizonaguide.com.

5.2.5 Internet Web Site Development/Enhancement

- Funding is available for the development of a new tourism site or the enhancement of a current site. All sites are not required but are encouraged to have the AOT Acknowledgement on the home page and should provide a link on the home page to AOT's website: www.arizonaguide.com.
- Information on these sites is restricted to tourism promotion. A chamber of commerce's Web site shall not include information on chamber meetings, membership benefits, and other non-tourism related information.

5.2.6 Printed Material: Brochures, Maps, Travel Trade Guides, etc.

- The word "Arizona" must be prominently featured on the front and the AOT "Grand Canyon State" logo is not required but is encouraged to be prominently featured on the front or back page.
- Printed literature must include the DMO's complete address, phone number with area code, and fax number if applicable. It is also a requirement to include the quantity and date printed. For example: (10,000-09/08).
- A majority of the distribution must be outside of the applicant's geographical area. An explanation detailing where, through what channels, and in what quantity the brochures will be distributed must be included in the application.

- Highway maps should reflect a geographical outline and provide direction and distances to the traveler.
- If a contract distribution service is requested, also include terms and extent of contract.
- All publications distributed in foreign countries should also include the words "Printed in USA," a West coast map of the United States highlighting Arizona, a temperature chart (if included) in Celsius degrees, mileage converted to kilometers, and address listing with city, state, zip code and "USA." (Do not use toll-free numbers, such as 800, 888, etc. that are not accessible in international markets)

5.2.7 Audio-Visual: Film, Videotape, Slides, CD-ROM, etc.

- These must be intended as promotional pieces designed primarily to attract non-resident visitors and appeal to more than just local residents.
- Film and videotape productions are not required but are encouraged to include the AOT "Grand Canyon State" logo.

5.2.8 Travel Show: Booth Space, Registration Fees, Literature Shipping, Travel

- Booth space includes the cost of allotted space as outlined by the travel show contract. This does not include electricity, food and beverage, or other services within the booth.
- Literature shipping cost is restricted to the commercial freight expense incurred to transport printed materials to designated travel shows.
- Rental or construction costs of the booth itself will not be funded.
- Funding is not available for accommodations, entertainment, food and beverages, rental car expenses, or any other travel costs.

5.2.9 Media Communications and Public Relations:

- Funding is available for contracted PR services. A detailed explanation of the planned activities must be provided with the application. Once a contractor has been selected, a copy of the contract must be sent to AOT.

5.2.10 Event Sponsorships

- Funding is available for event sponsorships which benefit Maricopa County. Entities applying for funding for event sponsorships should provide a brief description of the event to be sponsored and the media coverage and value to accompany the sponsorship.

5.2.11 Research and Strategic Planning

- Applicants may use up to ten percent of their Prop 302 fiscal year allocation for approved and contracted research and strategic planning. Applicable projects may include visitor profile research, SWOT analyses, feasibility studies, conversion studies, etc. A detailed description of the project, proposed methodology, and scope of work must be included in the application.

5.2.12 Cooperative Programs

- Applicants are obligated to use at least ten percent of their Prop 302 fiscal year allocation for approved co-op programs. A detailed description of the project and a list of participating DMOs must be included in the application.

6. Project Modification and Withdrawal Guidelines

- Any *changes* to the categories of projects detailed on the application will not be considered as eligible expenses unless prior approval is requested in writing, and granted by Prop 302 Committee.
- AOT must be notified in writing immediately and no later than March 31, 2011, if the applicant does not plan to spend any portion of the Prop 302 Maricopa County Grant Program funding on its approved project(s) within FY11. Failure to do so will strongly impact future funding. Any unused funds must be returned to AOT to be reallocated to the grant program for the following fiscal year.

7. Expense Reporting Guidelines

To facilitate the continuation of Prop 302 Maricopa County Grant Program funding for subsequent fiscal years, AOT requires all grant participants to submit both a **mid-year expense report** and a **year-end expense report**. Expense Reports should be submitted in the format provided below.

7.1 Section A. Applicant Information

- Complete the information from the original application, noting any change.

7.2 Section B. Projects Funded

- Identify each activity under the appropriate project heading (see pages 3 - 5). A fundable item is one that has been pre-approved by AOT from the original application or has received approval for change, and that was performed according to Prop 302 Maricopa County Grant Program Guidelines.
- Indicate dollars spent - i.e. the amount DMO paid to accomplish this item. Please use the same terminology as was used in the original application to describe the items.

For each item listed in Section B, the following documentation must be included with your expense report:

1. Proof of Charge from Vendor: Submit legible invoice copies reflecting date, description and dollar amount.
2. Proof of Payment: include a copy of cancelled check and payment receipt from the vendor.
3. Proof of Implementation: Submit proof that the activity was performed.
Evidence can include items such as:
 - Ad placement tear sheets (verifying date and name of publication)
 - Insertion orders
 - Contract or comparable document from the third-party vendor
 - Copies of audio or video tape created
 - Invoice indicating actual broadcast times and dates
 - Actual printed materials
 - Trip reports from trade shows
 - Billboard photographs showing content
 - Copies of press releases
 - Research reports

7.3 Section C: Total Spent

Indicate the total dollar amount of all fundable expenses.

7.4 Section D: Signatures

Signatures: Expense reports must be signed by both the Project Coordinator and the Administrative Official as submitted in the original application.

7.5 Deadlines for Expense Reports

Mid-year expense reports must be received by AOT no later than January 28, 2011 and shall cover activities performed during the months of July 2010 through December 2010.

End of year expense reports must be received by AOT no later than July 29, 2011 and shall cover activities performed during the months of January 2011 through June 2011.

No extensions will be granted. Failure to provide expense reports will jeopardize current year funding allocations and any future funding.

Note: Due to the complex nature of these expense reports, AOT requests that each applicant submit a well-organized expense report following the order of Sections A-D as noted above. Under Section B, each applicant should include an invoice, copy of the corresponding check and cancelled check, and the proof of implementation in that order for each item on the expense report.

8. Project Evaluation Guidelines

At the end of fiscal year 2011, each Prop 302 Maricopa County Grant recipient is required to prepare and submit a project evaluation. This information is used to compile pertinent data regarding the effectiveness of the project and the grant program as a whole. The project evaluation must include a description of the Prop 302 Grant-funded marketing efforts of the organization and the economic impacts and benefits to the community as a result of those marketing efforts. The activity measures, the performance measures and the productivity metrics cited on the submitted application must be used to measure the effectiveness of the projects. It is imperative to use as many measures as possible to accurately document program effectiveness. To help institute a level of accountability, AOT referred to the International Association of Convention and Visitor Bureau's Recommended Standard CVB Performance Reporting: A Handbook for CVBs (www.iacvb.org). Participating DMOs may also identify an alternate formula that will still arrive at a measure of success. These alternate productivity metrics must be submitted to AOT for prior approval. Evaluations must be received no later 5:00 p.m. MST September 30, 2011.

8.1 Print Placement, Broadcast Placement, and Outdoor Placement

8.1.1 Activity Measures: Advertising/Promotions

- Number of placements
- Total reach
- Total frequency
- Gross impressions
- Total value of media placed
- Number of co-op partners

8.1.2 Performance Measures: Inquiries/Fulfillment

- Number of brochure requests specifically related to a Prop 302 ad placement
- Number of consumer calls handled specifically related to a Prop 302 ad placement
- Number of coupons redeemed specifically related to a Prop 302 ad placement

- Number of people, specifically responding to a Prop 302 ad campaign, who register on the organization's Web site to receive information

8.1.3 Productivity Metrics

- Percent year-over-year increase in inquiries generated by Prop 302 placements.
- Percent increase in number of inquiries from targeted areas (demographic and geographic)
- Percent change in inquiries received via Web site
- Percent change in gross impressions generated by Prop 302 funding

8.2 **Online Advertising**

8.2.1 Activity Measures: Internet Advertising

- Name of the site
- Web site address
- Description of the type of ad (e.g. banner ad, link, sponsorship)
- Number of ads placed

8.2.2 Performance Measures: Internet Advertising

- Number of user sessions
- Number of unique users
- Number of repeat visits
- Click-throughs to the organization's web site
- Number of specific Web page view counts
- Number of click-throughs to member Web sites from organization's Web site ads and/or links
- Number of Web coupons redeemed
- Average length of session
- Search engine referrals
- Search engine results' placement of Web site (number of first place rankings, top five, top ten)

8.2.3 Productivity Metrics

Please see Page 26 *Inquiry Conversion* section of IACVB's *Recommended Standard CVB Performance Reporting: A Handbook for CVBs*.

8.3 **Web Site Development and Web Site Enhancement**

8.3.1 Activity Measures: Development and Enhancement

- Name of site
- Web site address
- Number of new pages
- Number of redesigned pages
- Design features added or enhancements
- Frequency of content update

8.3.2 Performance Measure: Development and Enhancement

- Web site is consistently up and fully functioning
- Web tracking software program in place as soon as the Web site is developed
- Ability to track and register user information; performance tracking software
- Search engine optimization program in place
- Search engine referrals, number of Web visitors

- Search engine results' placement of Web site (number of first place rankings, top five, top ten)

8.3.3 Productivity Metrics

- Increase number of people who come to the Web site
- Percent increase in length of user session
- Percent increase in number of unique Web visitors
- Percent increase in number of pages visited

8.4. **Printed Materials and Audio Visual Materials**

8.4.1 Activity Measures: Print and Collaterals Materials and Audio Visual

- Types of print, collateral materials and audio visuals materials produced
- Quantity produced of each
- Area of distribution
- Method of distribution
- Budgeted cost

8.4.2 Performance Measures: Print and Collateral Materials and Audio Visual

- Number of inquiries
- Number of coupons redeemed
- Number of fulfilled requests
- Remaining inventory

8.4.3 Productivity Metrics

- Describe content enhancement achieved for each print, collateral or audio visual piece

8.5 **Trade Shows, Sales Missions and FAM Tours**

8.5.1 Activity Measures: Trade Shows, Sales Missions and FAM Tours

- Tradeshow attended/exhibited
- Number of accounts with activity
- FAM tours
- Sales missions
- Number of sales calls
- Client events
- Number of client site inspections
- Number of developed suggested itineraries
- Number of packages developed
- Sponsorships

8.5.2 Performance Measures: Trade Show

- Leads
- Bookings

8.5.3 Productivity Metrics

- Please see IACVB's *Recommended Standard CVB Performance Reporting: A Handbook for CVBs* for the following productivity metrics:
 1. Leads – Page 11
 2. Bookings – Page 12

8.6 Media Communications and Public Relations

8.6.1 Activity Measures: Media/Public Relations

- Media tradeshows
- Media missions
- Number of media/PR calls
- Media FAM tours
- Press releases
- Number of media inquiries
- Number of media interviews
- Number of newsletters
- Number of public service announcements produced
- Number of accounts with activity

8.6.2 Performance Measures: Media/PR Relations

- Placements
- Number of impressions
- Advertising equivalency

8.6.3 Productivity Metrics

- Percent increase in PR calls
- Percent increase in media inquiries
- Percent increase in advertising equivalency achieved year-over-year

8.7 Event Sponsorships

8.7.1 Activity Measures: Special Events

- Number of sponsored events
- Reach and awareness of events
- Number of press releases

8.7.2 Performance Measures: Special Events

- Number of requests for information
- Number of fulfillment requests
- Number of packets mailed
- Number of people who attended

8.7.3 Productivity Metrics

- Percent increase in number of booked hotel rooms in your community as a result of Prop 302 marketing efforts

8.8 Research and Strategic Planning

8.8.1 Activity Measures: Research and Strategic Planning

- Research and strategic planning project
- Purpose
- Anticipated result
- Budgeted cost
- Contractor

8.8.2 Performance Measures: Research and Strategic Planning

- Completion of research and strategic planning project
- Application of information

8.8.3 Productivity Metrics

- Explain and describe the expected benefits from the designated research projects
- Explain how information will be applied to endorse Prop 302 marketing activities

8.9 Cooperative Programs

A complete description of the coop marketing activity or project, activity measures, performance measures and productivity metrics must be included. (Metrics will be dependent on type of activity or project.)

8.10 Other Marketing Activities and Projects

If an organization elects to participate in other marketing activities and projects, a complete description of the activity or project, activity measures, performance measures and productivity metrics must be included.

9. Failure to Comply

Failure to comply with any of the above guidelines may impact the amount of Prop 302 Maricopa County Grant Program funding for the current year and/or future years for the entity found in non-compliance. The penalties imposed are at the determination of the Grant Program Committee.

10. Further Assistance

If further information or assistance is needed, please contact the Prop 302 Maricopa County Grant Program Administrator:

Mark Stanton
Deputy Director
Arizona Office of Tourism
1110 W. Washington, Ste. 155
Phoenix, AZ 85007
Phone: 602-364-3704
E-mail: mstanton@azot.gov



**Prop 302 Maricopa County Grant Program
FY 2011 Affidavit in Support of Application**

The undersigned authority, _____, on this day personally appeared before me
(Name of Administrative Official)
and is known to me to be the person whose name is subscribed to the following instrument, and having
been duly sworn, upon oath, deposes and states as follows:

I have prepared this affidavit at the request of The Arizona Office of Tourism for the purpose of making
an application for a public benefit or privilege. I hereby certify that I am a duly authorized
representative of the organization identified below with the principal address as follows:

Organization: _____

Address: _____

This organization has been the designated DMO since _____

The amount of organization's annual FY2011 marketing budget is: \$_____ *

The amount requested from the Prop 302 Maricopa County Grant Program is: \$_____

The gross hotel room sales within the organization's municipal boundaries for calendar year 2009 was
\$_____

I further certify that the above referenced organization is recognized as the official destination
marketing organization by a city, town, or other political subdivision within Maricopa County, Arizona. I
recognize that pursuant to Arizona Law, perjury constitutes a class 4 felony under A.R.S. Sec 13-2702
and a false swearing constitutes a class 6 felony pursuant to A.R.S. Sec 13-2703.

I declare the foregoing is complete and correct.

Executed this _____ day of _____, 20____ in _____, Arizona.

(Signature of Administrative Official)

(Title)

Subscribed and sworn to before me this ____ day of _____, 20____ to certify which witness
my hand and seal of office.

NOTARY PUBLIC

***First time applicants are required to submit a copy of the organization's FY2010 marketing
budget with the FY 2011 Affidavit in Support of Application.**